

EAST SEARCH - (APPLICATION - 09/870758 "MULLER")

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	0	("(surveyorsurveyingorsurveys)and(e-mailoremail)near2(addressoraddresses)andinternetandurl").PN.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/06/21 08:01
S2	590	(survey or surveying or surveys) and (e-mail or email) near2 (address or addresses) and internet and url	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/06/20 10:12
S3	35	S2 and @pd<"20010531"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/06/20 10:58
S4	0	survey and (customer or customers) near2 (assigned or issued or sent or emailed or e-mailed) near2 (unique or special or custom or customized) near2 (url or universal)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/06/20 11:12
S5	4	survey and (assigned or issued or sent or emailed or e-mailed) near3 (unique or special or custom or customized) near3 (url or universal)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/06/20 14:12
S6	2	("5893098").PN.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/06/20 12:53
S7	78	(electronic or online or internet or web) near3 (survey or questionnaire or poll or voting or coupon) and (unique or special or custom or customized) near3 (url or universal)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/06/20 15:52
S8	30	S7 and @ad<"20010531"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/06/22 09:21

S9	38055	depositor replica	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/06/20 15:46
S10	65	depositor and replica	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	AND	OFF	2005/06/20 15:47
S11	1	depositor adj2 replica	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	AND	OFF	2005/06/20 15:47
S12	105	(electronic or online or internet or web) near3 (survey or questionnaire or poll or voting or coupon) and (unique or special or custom or customized) near3 (url or universal or uniform)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/06/20 15:52
S13	37	S12 and @ad<"20010531"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/06/22 09:23
S14	7	S13 not S8	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/06/20 15:54
S15	2	("5893098").PN.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/06/20 16:24
S16	2	("6189029").PN.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/06/20 16:24
S17	44	("5056086" "5548729" "5704029" "5734831" "5737592" "5784562" "5941947").PN. OR ("6189029").URPN.	US-PGPUB; USPAT; USOCR	OR	OFF	2005/06/20 18:25

S18	0	"09862362".an.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/06/21 09:42
S21	1165	automated customer survey using web	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	AND	OFF	2005/06/22 09:15
S22	3	S21 and muller.in.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/06/22 09:15
S23	391	(survey or questionnaire) adj2 (analysis or analyses)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/06/22 09:22
S24	251	S23 and (result and results) and (database or (data and base))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/06/22 09:23
S25	145	S24 and @ad<"20010531"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/06/22 09:26
S26	18	S25 and customer adj2 satisfaction	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/06/22 09:27

TAGGED

	U	1	Document ID	Issue Date	Pages	Title	Current OR
1		X	US 5704029 A	19971230	33	System and method for completing an electronic form	715/505
2		X	US 5784562 A	19980721	15	System for using a dialog session context to process electronic forms data on the world wide web	709/217
3		X	US 6101486 A	20000808	12	System and method for retrieving customer information at a transaction center	705/27
4		X	US 6151584 A	20001121	39	Computer architecture and method for validating and collecting and metadata and data about the internet and electronic commerce environments (data discoverer)	705/10
5		X	US 6185587 B1	20010206	43	System and method for building a web site with automated help	715/513
6		X	US 6189029 B1	20010213	24	Web survey tool builder and result compiler	709/217
7		X	US 6219680 B1	20010417	43	System and method for building a web site for use in E-commerce with user specific pricing	715/501.1

TAGGED

	V	1	Document ID	Issue Date	Pages	Title	Current OR
8		X	US 6360254 B1	20020319	21	System and method for providing secure URL-based access to private resources	709/219
9		X	US 6754635 B1	20040622	20	Method and apparatus for automating the conduct of surveys over a network system	705/10
10		X	US 20020152110 A1	20021017	32	Method and system for collecting market research data	705/10
11		X	US 20020184041 A1	20021205	7	Automated customer survey using the web	705/1
12		X	US 20020173934 A1	20021121	9	Automated survey and report system	702/182
13		X	US 6574621 B1	20030603	109	Survey analysis system and method	707/4

Dialog Search For 09/870,758 === visit 0 =====

Set	Items	Description
S1	26	AUFRANCE(2W)ASSOCIATES OR (SURVEYAGENT OR SURVEYAGENT.COM) AND (SURVEY OR QUESTIONNAIRE OR POLL)
S2	2	S1 AND PD<20010530 ===== visit 0.5 =====
Set	Items	Description
S1	19465	(ONLINE OR INTERNET OR ELECTRONIC) (2W) (SURVEY OR SURVEYS OR QUESTIONNAIRE OR QUESTIONNAIRES OR POLL OR POLLS OR VOTE OR - VOTING OR COUPON) AND (SECURITY OR INTEGRITY OR SECURE)
S2	3669	S1 AND PD<20010531
S3	78	S2 AND FIREWALL
S4	5	S2 AND (E-MAIL OR EMAIL) AND LINK(5N) (URL OR UNIFORM OR UN- IVERSAL)

4/9/3 (Item 2 from file: 20) DIALOG(R)File 20:Dialog Global Reporter (c) 2005 The Dialog Corp. All
rts. reserv.

11688611 (THIS IS THE FULLTEXT) VoteHere.net Announces 'Gold' Product for Private Sector
Online Voting Market; BUSINESS WIRE June 26, 2000 JOURNAL CODE: WBWE LANGUAGE:
English RECORD TYPE: FULLTEXT WORD COUNT: 645

BELLEVUE, Wash.--(BUSINESS WIRE)--June 26, 2000-- System geared for private sector elections, surveys and polls, offers a simple, fast, cost-effective alternative to traditional methods VoteHere.net, the leading worldwide supplier of secure online voting solutions, today unveiled its new private sector product, the VoteHere Gold System. The VoteHere Gold System is a service for organizations that generate thousands to millions of online votes cast in surveys, private elections or other market research applications. The VoteHere Gold System is easy to use, can increase voter participation and survey response rates and greatly reduces the cost of holding elections and running surveys compared to traditional paper and telephone based solutions. The company recently filed a series of patents on its technology and is in the process of certifying its Platinum system for public sector elections. The decision to market and sell a private sector version of its secure online system was based on customer demand. VoteHere.net has already partnered with a leading market research firm in utilizing the new solution. Hebert Research Inc., a twenty year old firm with 80 researchers and more than 3000 clients worldwide, is integrating the system into its research offerings and tools. "We have been searching for a company with our same vision, values and commitment to security and privacy," said James Hebert, president of Hebert Research, "VoteHere.net understands how critical security is to doing accurate market research. Together we can leverage the power of the Internet to improve service to our customers." "We have received strong interest from companies and organizations to use our online voting system," said Jim Adler, president and CEO of VoteHere.net. "The Internet continues to expand as a medium for providing cost-effective client and member services for investment companies, unions, universities and market research firms; demand for online elections is growing." "At the same time, these organizations are sensitive to privacy and accuracy challenges surrounding online voting," Mr. Adler continued. "They want a solution provider they know will meet these criteria and that has a proven track record of successful online elections. Over the last four years, VoteHere has shown it has what it takes to provide this level of service and expertise." The VoteHere Gold System allows organizations to create their own ballot or survey online and then make it available for authorized, authenticated voters. Contests can be run for days or weeks depending upon the needs of the client. All types of questions and responses are supported and results can be reported on the Web as the election progresses or at the conclusion depending upon the customer's needs. Voters merely need to access a specific URL or link on a Web site, enabling them to be authenticated and cast a secure vote over

the Internet. Different questions or issues can be presented to the voter based upon their identity which is established when they log in. The solution is cost effective for small elections with thousands of responses and can scale up to millions of voters or survey participants. VoteHere.net is working with numerous organizations to use its Gold system for upcoming online voting, surveys, and research. Well-respected in the elections administration and Internet security communities as a company that understands the methodology and technology for adoption of online voting solutions, VoteHere.net has conducted elections exclusively on the Internet for unions, schools and universities, and counties in six states. About VoteHere.net VoteHere.net is the leading worldwide supplier of secure Internet voting solutions. Founded in 1996 VoteHere.net, has developed proprietary patent-pending technology to provide secure, certifiable online voting systems for both public and private elections, market research, polling, and surveys. For more information, visit our web site at <http://www.votehere.net>, contact us by phone at 888/457-6863 or 425/739-2500 or send email to info@votehere.net. Correspondence may also be sent to VoteHere.net, 3101 Northup Way, Suite 250, Bellevue, WA 98004-1449. CONTACT: VoteHere.net Victor Woodward, 425/739-2531 victor@votehere.net 14:05 EDT JUNE 26, 2000

00600337 Supplier Number: 24495458 (THIS IS THE FULLTEXT) Getting Serious About Email Renewals (Publishers are increasingly looking to make email a standard part of renewal and requalification; some things to consider include getting address and navigating privacy issues) Article Author(s): Masikiewicz, Melissa CM/Circulation Management, p 32-36 January 1999 DOCUMENT TYPE: Journal ISSN: 0888-8191 (United States) LANGUAGE: English RECORD TYPE: Fulltext; Abstract WORD COUNT: 4697

ABSTRACT: Because of the impressive cost and time-saving potential, more and more controlled and paid magazines are working to make email a significant part of their renewal efforts. Those who are into email renewals include "The Chronicle of Higher Education," Plesman Publications Ltd., Cahners Electronics Group, Miller Freeman, Inc., Shore-Varrone, Inc., Pennwell Advanced Technology Division, "Men's Health," "Yahoo! Internet Life," "PC World," "Better Homes and Gardens," and "ESPN the Magazine." Despite the growth of email renewals, several considerations and challenges remain, namely, getting the addresses and navigating privacy issues, maintaining a clean address file, fulfillment requirements, the issue of hidden costs, pre-populated forms, message content, and the pay-up issue. The following are some of the tips when deciding on e-renewal messages: include the subscriber's name in the subject line of the message; personalize the message; clearly say who you are and the purpose of the email; keep the message brief and lively; make it easy for the subscriber to take action; and include a user ID in the message.

TEXT: BY MELISSA MASIKIEWICZ

While still mastering the learning curve and figuring out ways around significant obstacles, such as email address churn, more and more publishers are pushing to make email a standard part of their renewal and requalification efforts. Here's an update on what's being tested and rolled out by various publishers and a look at the logical next steps in the process.

Generating renewals by email is certainly a tantalizing prospect. What could be more simple and natural than to extend an existing relationship with a subscriber to make renewing as thoughtless and painless as possible? A subscriber who sees an email with his or her name in the subject line and the magazine's name in the return address line will be inclined to open it. And, having read the message, the subscriber need only point to a URL and fill in the form that pops up (often, through a seamless link to a Web page). In a growing number of cases, the subscriber doesn't even have to fill out standard data, such as name and address: The form comes "pre-populated" with such information.

This ease of response for the consumer is combined with three even more irresistible draws for direct marketers: Relatively low cost, the potential for reducing direct mail and other promotional costs, and speed. According to Andrew Currie, president and CEO of Boulder-based Email Publishing, a message delivery and email subscription management company, email message delivery costs about five to 20 cents each--or about three to four times less than a typical direct mail renewal. And all agree that the vast majority of responses come in within two days. In fact, 80 percent generally come in within the first 24 hours. "If you don't get (responses) in the first 48 hours, you're not going to get them," says Annette Duffy, business manager, new media services, Communications Data Services (CDS).

It's no wonder, then, that the last year has seen gathering momentum on the e-renewals front. A rapidly growing number of technical and non-technical business rifles, and a small but rising number of consumer magazines, are testing this technology, and some have incorporated email as a standard part of their renewal series.

The upsurge in interest in email renewals is clear in the growing activity at fulfillment bureaus, as well as in the expanding capabilities of in-house fulfillment software products.

At Centrobe, which partnered in August with Email Publishing to offer email services to all of its clients, tests are ongoing with several Ziff-Davis titles, and IDG's PC World began testing this past summer. CDS, which has adapted its two fulfillment systems to handle email functions, began testing with Rodale's Men's Health in June 1998; tests are now also being conducted by ESPN the Magazine. At Palm Coast Data, which offers email delivery, several clients are testing, and bureau executives say they expect email to become a significant renewal source, particularly for Web-generated subs. At Kable Fulfillment Services, which is adapting its system to handle email deliveries, both B-to-B and consumer clients are on the move: Four have rolled out email renewal efforts, six are testing them, and 16 others have inquired about setting up tests, according to bureau executives. Meanwhile, B-to-B fulfillment specialists such as Omeda Communications and Hallmark Data report that a number of clients have been using email for requalifications for some time now, and that more and more are seeking to test it all the time. The same is true for in-house systems users, who are increasingly eager to employ the email capabilities now incorporated in many software products. (See page 35 for more on fulfillment developments.)

Of course, email renewals are still in their infancy, and circulators are still determining how many of their readers are email users, how they can persuade these readers to supply email addresses and keep them updated, and how this technology fits in with traditional renewal methods.

As would be expected, response rates and CPOs vary significantly by market and publication. For technical titles, whose readers frequently access email during the day, CPOs can sometimes be attractive enough to warrant using email as a first effort replacing direct mail or a cover wrap. But most business and consumer titles using email report that they employ it later in the series, and as a supplement to standard renewal efforts. A circulator for non-technical business titles, for instance, reports that the CPO for email equals on one test title was about \$1 (not including first-time set-up costs)--which is, for this title, considerably cheaper than a late-in-the-series direct mail or telemarketing effort, but more expensive than a tip-on, and about the same as a fax broadcast effort. Even one computer publisher reports that emails have so far proved most efficient as first and last efforts for its controlled titles, boosting overall renewal response by about 3 to 5 percent.

And no one is underestimating the obstacle of email address changes, or "churn," which, together with the challenges of gathering addresses in the first place, can seriously limit the potential e-renewal universe for many publications.

Here are some capsule case studies of publishers who are testing or rolling out e-renewal, followed by a closer look at some of the most significant factors and challenges involved in employing this exciting new medium:

WHO'S DOING WHAT

Business-to-Business Activity

* The Chronicle of Higher Education: This Washington, D.C.-based weekly, with an annual renewal rate of 875, began testing e-renewals in late 1996 and rolled out a few months later. Bill Criger, associate publisher, circulation, notes that the publication's subscriber file has a high percentage of email addresses because of its Web site, which has been active since July 1995 and offers all of the print

version's content, plus original content. Print subscribers who register have free access to the site, but must also provide their email addresses to receive a daily or weekly news update. The publication was confident enough about the deliverability rate of its email addresses to handle the message delivery itself. Subscribers may click on a reply button to renew, or, if they prefer, link to a form on the publication's Web site, which is linked to the title's fulfillment bureau, Kable. The Chronicle receives the reply-button orders directly and sends them on to Kable, while the Web form orders go directly into the fulfillment bureau's system.

According to Criger, emails are sent every month to the post-expire portion of the file. And, although subscribers have at that point failed to reply to seven or eight traditional efforts, response to the emails is typically about 8 or 9 percent, he reports. (About half provide credit card information when replying.) The Chronicle is also planning to test an email effort immediately before expire, around the sixth effort.

* Plesman Publications Ltd.: This Ontario-based publisher of seven high-tech rifles, which has 50,000 email addresses across its combined circulation of 100,000, has had impressive results with e-renewals. An email is now the standard first effort for five of the rifles (the other two will begin testing this year), and, according to assistant circulation manager Roni Nisbet, about half of these rifles' requalifications are now generated by the emails. Because the company's in-house fulfillment system doesn't have email capabilities, they have been outsourced to E-Max Communications, also in Ontario, which has also worked with Maclean-Hunter Ltd. on email requals.

* Cahners Electronics Group: This division's 15 controlled publications were deemed excellent candidates for email requal testing because they tend to generate significant percentages of subscriptions through the rifles' Web sites, and had been gathering email addresses of subscribers since 1995. The Denver-based group, which is now in its second year of email testing on most of the rifles, has been using it as a supplement to other efforts. "We're fishing around for the best place to use it" within the typical seven- to eight-effort renewal series, says circulation director Simon Young, who notes that email hasn't yet been considered as a first effort because cover wraps are more efficient. He adds that email's speed is particularly beneficial for the rifles with international circulation, and that, although response has varied widely by rifle and placement of the effort, the group will continue to hone its use of the medium.

* Miller Freeman, Inc.: According to circulation director John Rockwell, a handful of MFI's high-tech-oriented controlled titles are testing email requals. While the company has captured a "significant percentage" of email addresses, Rockwell is concerned about subscribers' privacy. "Our feeling is to go slowly and carefully," he says. The email effort is being tested near the back end of the typical six-effort series for these rifles, but Rockwell expects this to change as more addresses are collected and readers become more comfortable about giving out their email addresses. Given the low cost of emails, the test results are encouraging, he reports.

* Shore-Varrone, Inc.: This Atlanta-based publisher began testing email requals six months ago on Knowledge Management World, a 90,000-circulation controlled technical rifle for which email addresses have been captured on about one-third of subscribers. After three tests of emails in the middle of the series, which usually has about nine efforts, S-V found the cost to be lower than that of cover wraps, and is therefore planning to test an email as the first effort, says circulation director Kitty Brigham. Brigham reports that response has been promising (7 percent in the first test, and 4 to 5 percent on subsequent tests), and notes that another S-V title may begin testing this year. * Pennwell Advanced Technology Division: Nineteen of the rifles in this group have gathered email addresses for approximately half of their subscribers through the titles' Web sites and by asking for the addresses on requalification forms, according to Gloria Adams, circulation director for the Nashua, NH-based group. Tests have been conducted on a half-dozen titles so far, and the group plans to test nine more this year. So

far, the efforts have been placed at the middle and end of the renewal series, and response (which Adams says is generally comparable to direct mail and broadcast fax response rates) has been so positive on a few of the publications that email efforts are now being made a standard part of their series. There are also plans to test email at the start of the renewal cycle, Adams adds.

Consumer Activity

* Men's Health: This Rodale Press title approached CDS early last year about being the fulfillment bureau's first client to set up an e-renewals test, according to MH VP and general manager Ed Fones, who notes that the move seemed natural, given the title's Web success. (MH now generates about 2,500 subs per month through a seamless link to the CDS-administered order form page, with over 53 percent pay-up through a significant percentage of credit card orders, as well as "bill-me's," Fortes reports. Last year, the magazine's Net-generated subscription revenue totaled about \$800,000.)

E-renewal testing began in June on seven to eight expire groups of Web-generated subscribers. Direct mail efforts have been tested against the email efforts at all points during the 13- to 14-effort renewal series and, in each case, the email message has produced at least a 20 percent response lift--and sometimes a lift as dramatic as 60 to 70 percent, according to Fones. He adds that MH found that about 18 percent of its email addresses were undeliverable at renewal time, and that, in contrast to initial Web orders, the percentage of online credit card payment for e-renewals is "minimal."

Not surprisingly, one of the magazine's major goals for this year is to work on converting more non-Net-generated subscribers via email. Other plans include testing limited access to MH's Web content archive--perhaps, for instance, the ability to access several articles at no charge--as a renewal premium. (At this point, MH site users have free access to the popular archive, but the magazine is exploring ways to introduce payment for such usage, Fones explains.)

* Yahoo! Internet Life: This Ziff-Davis, Inc. title, which now generates about one million gross orders per year from the Web, according to Steve Sutton, circulation director, Interactive Media Group, has been a new media pioneer since its inception, and was one of the first Centrobe clients to test e-renewals. Email efforts are now standard practice, he reports: They are sent in the middle of the magazine's 11-effort renewal series, about two months before expire (as the subscriber's last chance to ensure continuous service). Z-D (which also has controlled titles testing e-renewals) is in the process of building an email database, and its focuses for the year ahead include testing to improve retention and building relationships with readers via online content and communications.

* PC World: This IDG title, whose Web site has been up since the early '90s, has been collecting email addresses through insert cards, billing tests, online survey sweepstakes and renewal tests for the past couple of years. According to David Cobb, director of circulation operations, a summer '98 test of e-renewals was "surprisingly clean": The deliverables percentage was quite high. Tests have supplemented the 15 efforts in a typical renewal campaign with one to three email efforts at various points in the series. "On the whole, we were pleased" with the results, says Cobb, which were "in the range we'd hoped for." Eventually, the magazine hopes to replace some traditional efforts with email, he adds. * Better Homes and Gardens: As Meredith Corp.'s largest title, BH&G "tends to try things first," notes circulation director Beth Wallace, who reports that the magazine recently conducted its first e-renewals test. The effort was sent to Net-generated subscribers who had supplied email addresses, at the point of expire within the 10-effort (on average) renewal series. "This made the most sense to us, because that's where you have the sense of urgency" that an email message conveys, Wallace explains. She adds that, while the title doesn't have a high percentage of email addresses, there were enough to pull a small sample to test the technology and procedures for e-renewals--which at this point was more important than the actual

response rates. During 1999, the title will be aggressively collecting email addresses from subscribers registering on its Web site, as well as through surveys and other methods, Wallace reports.

* ESPN the Magazine: This Disney Publishing title, which was launched in March '98, has a strong Internet program, according to Denise Bealin, senior manager, renewals and bills. She adds that, although e-renewals testing is just beginning, the magazine has high expectations for the method.

CONSIDERATIONS AND CHALLENGES Here's a look at the major factors and issues associated with email renewal efforts, and their current status:

Getting the Addresses and Navigating Privacy Issues: As any circulator who's tested email marketing knows, people can be very sensitive about the use of their addresses. Increasingly, both business and consumer publishers report using every means available to capture email addresses (often, with some kind of incentive attached): Web sites, hyperlinks to other sites, house ads, insert cards and direct mail efforts.

But more than a few say they've seen response to traditional renewal efforts hurt by the inclusion of a request for email address, and publishers' attitudes and policies about the actual use of these addresses differ. From recent interviews, it's clear that very few publishers are renting out their email addresses, and that many do not currently offer email opt-in or opt-out choices. Some say they're planning to adopt such policies, but others feel that, at least with renewals, such options just aren't necessary for their own use, since the subscriber opens the door to receiving email from the magazine simply by choosing to supply the email address. "I'm interpreting that as permission," says Z-D's Sutton.

"It's like providing a fax number," agrees Bruce Sprague, VP, circulation at Penton Publishing, which plans to begin testing email requests early this year. "People don't supply it if they don't want to be contacted (that way)."

But other circulators, including MFI's Rockwell, strongly believe that caution is critical, particularly at these early stages of email use for circulation purposes. And some fulfillment suppliers agree. Opt-out options are "similar to requests by subscribers not wishing to have their names appear on lists rented to outside sources," maintains A. Jorge de Mendonca of in-house fulfillment supplier Mendon Associates, Inc.

CDS's Web order form and customer service area provide two chances to indicate whether or not a subscriber wants to be contacted by email: an opt-in box the first time they visit the site, and an opt-out box when they revisit it.

Maintaining a Clean Address File: For the present, at least, the trials of accurately capturing email addresses and keeping them updated are the biggest obstacles to more extensive use of email renewals. Beyond the need to woo people into supplying their addresses, some circulators say that they assume a minimum of 30 percent address undeliverability for renewal purposes. In addition to the "churn" rate of email addresses and the high error rate caused by the subscriber's initial input and/or rekeying by the fulfillment operation (even one wrong character ruins the address), a message sometimes fails to connect with a recipient's server, notes Centrobe's Gray. (A "hard bounce," which is becoming uncommon, occurs when a server doesn't exist, he explains; a "soft bounce," in which the server exists but isn't responding to the address, may call for resending a message several times before giving up.)

Fulfillment bureaus charge extra for inputting email addresses off of request or renewal forms and other hard copy, and some key their charges to the level of accuracy desired. (A few offer a double-handling

system, for a price.) At this point, most fulfillment systems can include a program that detects address errors, and some publishers try to reduce errors by asking subscribers to enter their email address twice on the Web form. Beyond that, it's difficult to do much before an email is sent. However, an email nixie nearly always returns to its source, so publishers can rest assured that these subscribers won't miss renewal opportunities, assuming that there's a traditional back-up system in place. (At some bureaus, a print effort is automatically sent out on the return of an email.)

Fulfillment: Because both service bureaus and in-house system suppliers have been working overtime to be able to offer new media capabilities, including email capabilities, most circulators who are intent upon trying e-renewals seem to be finding a way to handle this critical component one way or another.

According to CM's 1999 fulfillment bureau survey (see page 38), most now have in-house email renewal/requalification capabilities. Of the 32 responding bureaus, 22 report the ability to supply these capabilities in-house, two contract them out, and eight more plan to offer them to clients within the next year.

Among 11 in-house fulfillment systems suppliers polled by CM for this article (eight others did not respond), six reported having email renewal capabilities, and the rest said they'll have such capabilities within the next year--although some also said that very few clients, business or consumer, are ready to use the technology.

A growing number of service bureaus and in-house systems can handle storage of email addresses. However, with legacy systems, e-renewals are difficult unless there's a reliable, unique identifier to allow automatic matching of email addresses to the mainfile for purposes of identifying individuals who should be sent e-renewal messages and matching the incoming renewal with the mainfile, points out Heidi V. Anderson, author of a white paper on e-renewals written for Email Publishing.

Some self-developed in-house systems have encountered the database matching problem. Cahners, for instance, manually matches orders by name and performs data entry to transfer the renewing subscriber's information, according to Young. "It was easier and cheaper to do this than to write a complicated program" to automatically link the form to the master file, he says. The system also had to be changed to accommodate email addresses in a field, and to recognize certain characters and punctuation marks prevalent in email addresses, he notes.

Although many publishers do have a hyperlink to a Web page that bears the renewal form, it's also easy to create all-text email qualification forms that allow the user to choose answers to a series of questions by simply marking an "X" next to the correct answer, points out Hallmark Data president Ray Miller.

In cases in which publishers or their outside fulfillment bureaus lack email capabilities, a third-party service is used. The process is fairly straightforward. At Email Publishing, for example, which has handled e-renewals for 31 rifles from 10 publishers (including the rifles now testing through Centrobe), a publisher's email message and file of email addresses up for renewal are received and checked for proper email address format. Then the address and message are merged and delivered. Any undeliverable addresses bounce back to EP and are passed along to the publisher or fulfillment bureau, according to Currie. (At press time, EP announced that it was acquired by MessageMedia, Inc.)

"Hidden" Costs: While no one denies that sending an email is much less expensive than sending a direct mail piece, other fees can add up. PC Worlds Cobb says that the process itself isn't the main cost consideration. Because only a handful of companies as yet offer email lettershop services, he says, those fees are still about the same as lettershop for print promotions--when, in his opinion, they should be

lower. In addition, if there are a high number of undeliverable emails, the publisher ends up paying for the cost of a message that never arrived, as well as the cost of an additional print mailing to replace that effort.

Still, the cost is relative: "It's worth it to get just a few hundred more renewals in--which is cheaper than getting a few hundred new subscribers," says Young.

Pre-Populated Forms: Publishers who pre-populate the subscription form with a subscriber's name, address and, in some cases, demographic information, tend to get higher response rates. Yahoo! Internet Life's test results help drive this point home. In September, when the magazine switched to a Web subscription form that includes name and address, response shot up by 40 percent, Sutton reports.

As a trade title, Knowledge Management World has found that email requals sometimes reach the wrong person. (Brigham assumes this is because new hires sometimes inherit the email address of someone who's left a company.) So, the title's e-renewal message first asks if the person is a current subscriber. If so, the name/address appear on the form; if not, the form is blank.

In early testing, MFI encouraged e-renewal recipients to link to a URL. Once linked, they were asked to fill in their account number (the site provided instructions on where to find it on their delivery label). But in future testing, users will be provided a pre-populated form, according to assistant circulation director Michael Poplaro.

Before spending time and money on testing a pre-populated form, however, you should consider whether this is the best option and how to go about it, cautions John Funk, founder and chairman of Infobeat, a Denver-based email publishing marketing company that expects some of its 20-plus publisher clients to begin testing e-renewals soon. Funk shares a story about one direct marketer that sent an email broadcast, with a link to a URL that was personalized with a code to pre-populate the order form with the customer's demographics. Some customers discovered that if they changed one number in the URL's personalization data, they could get a form pre-populated with someone else's demographics. (Funk notes that this problem could have been avoided with long, randomly generated codes, or with a password system.)

Message Content: "As circulators," says Cahners's Young, "we're always interested in talking about the benefits of our magazines." This, he believes, is why many circulators go wrong in their e-renewal approach. "We need to create messages that are more to-the-point, with 'Renew now'-type wording," he stresses. (See sidebar, page 35, for more tips on message content.)

MFI's Rockwell, however, says that in his experience, subscribers don't seem to mind filling in long requal forms over the Internet. "They can be made extra-long, because the layout on the Web makes the set-up simpler," he says, noting that printed requal forms tend to look more daunting. **Pay-up:** Most paid publications using email renewals and requals offer customers two standard pay-up options--credit card and "bill me." While some titles, such as Men's Health, report healthy pay-up rates, others, like Yahoo! Internet Life, have had less positive experiences. "I wish (pay-up) were higher online, but it's still good business," comments Sutton, who adds that he expects credit card usage and pay-up rates to climb because the publication now has a secure server.

On the other hand, The Chronicle's server is not secure, but Criger says this hasn't seemed to affect pay-up. About half of the subscribers who renew online choose to send their credit card information on the spot, he says, adding that people tend to trust telemarketers less when asked for this information. He believes this may be because the number is being sent directly to the publisher with online orders. Still,

most circulators seem to agree that, as more fulfillment bureaus offer secure servers, pay-up should greatly improve.

NEXT STEPS

Many circulators say they view email billing--another route to mailing cost savings, as well as better pay-up--as a next logical step in Internet marketing. In fact, Centrobe, as part of a recent Internet Transaction Processing System upgrade, is now offering broadcast email invoicing to clients. The service includes online credit card authorization, allowing publishers to immediately validate accounts. (The new ITPS version also makes it possible for Centrobe clients to offer subscribers the ability to review their accounts, and update their email and postal addresses, online.)

Duffy says that CDS (which already had online subscriber account review and address change capabilities) plans to implement an outbound email billing option this year for clients. She adds that a customer service feature implemented by CDS this month represents one way to avoid the need even to send out the email renewal message, in some cases: When a customer goes online to check the status of a sub, the system now recognizes if he or she is up for renewal. A "Renew Now--lick Here" button comes up on the screen, and all the customer has to do is push that button to renew.

Fones sees tailored or "smart" e-renewal messages--ones whose price/offer reflect the subscriber's length of time with the magazine, for example--as an important next step. (He says that he is now working on this capability with CDS.) It's clear that publishers, as well as fulfillment suppliers, have work ahead of them before e-renewals can really take off. "They've got to step up efforts in gathering emails," stresses Sutton, who notes that Y/L and other Z-D rifles are adding an email field on insert cards, direct mail and renewals. The good news is that, as more consumers use email, the number willing to supply email addresses will go "up, up, up," predicts Currie, who says that all publishers should begin thinking of e-renewals as "another tool in your tool kit."

Tips for Effective E-renewal Messages

Unlike typical direct mail efforts, email renewal messages aren't the place to get flowery or long-winded. Ease of understanding and simplicity are the keys. Email Publishing offers the following guidelines for deciding on email content:

- * The subject line of your message must hook the reader, so it gets opened and read. Try including the subscriber's name here.
- * Personalize your message, making it speak directly to the subscriber.
- * Clearly identify who you are and what the purpose of your email is. Nothing is more frustrating to a consumer than receiving email and not knowing whether it's being sent by a respectable organization or a "fly-by-night" spammer.
- * Keep your message brief and punchy. No one wants to read dull email, nor do readers want to scroll to find out what you have to say.
- * Make it as easy as possible for a subscriber to take action. Include a full URL (spell out the entire address, including the "http" part), so readers can click on it to link to the Web page, if their software allows, or can simply copy and paste the address into their browser.

* Refer to a piece that you have sent in the mail.

* Include a user ID in the message, so the link will pre-populate the form, or at least help you match the response to your subscriber database.

Copyright 1999 Red 7 Media

===== VISIT 1 =====

Set	Items	Description
S1	273	(ONLINE OR INTERNET) (2W) (SURVEY OR SURVEYS) (2W) (TECHNIQUE OR TECHNIQUES OR METHOD OR METHODS)
S2	45	S1 AND PD<20010531
S3	7	S2 AND LINK

3/9/4 (Item 1 from file: 47) DIALOG(R)File 47:Gale Group Magazine DB(TM) (c)
2005 The Gale group. All rts. reserv.

05845405 SUPPLIER NUMBER: 63257084 (THIS IS THE FULL TEXT) Web Questionnaires:
A glimpse of Survey Research in the Future. Young, Sarah J.; Ross, Craig M. Parks &
Recreation, 35, 6, 30 June, 2000 ISSN: 0031-2215 LANGUAGE: English RECORD
TYPE: Fulltext WORD COUNT: 4142 LINE COUNT: 00345

TEXT: The recent hype of the Y2K bug and computer system meltdowns at the dawning of the new millennium have dramatically heightened society's awareness of its growing dependence on computers. The fact is that computers are a routine part of most Americans' lives and play vital roles in both the home and the workplace, and the importance of information and communication to the field of recreation and leisure cannot be overlooked. Whether or not you consider yourself computer literate, it is important that you recognize the benefits that advanced computer technology can provide to the field, such as access to information and expanded communication capabilities. For professionals in the business of providing leisure services, having access to information and being able to communicate more easily with the communities in which they are located have become critical--not only to their programs' success, but also to their organizations' survival! In 1997, Godbey claimed that 21st century leisure service organizations would be driven primarily by information. The Internet--the global network of computers linked together via the World Wide Web--has made accessing worldwide information possible for the average American. Clayton and Werking (1998) stated that the Internet and the Web have combined to form "a technology that promises to supply any information needed in any format, to answer any question, and to replace much of print media" (p. 543). What this means for leisure service organizations is that they need to have an online presence that not only provides information about their programs and services, but also contains a mechanism to gather and receive information from current and potential participants. Sharing and collecting programs and services information is speculated to be the key to attracting individuals to take part in recreation activities. Godbey concurs by stating "those involved in recreation programming may find (that) potential participants want more sophisticated information before deciding whether or not to participate" (p. 58). Computers also provide expanded communication capabilities. Electronic mail (e-mail) enables anyone with a computer account to create and send information to any other individual or group of individuals who have electronic mailboxes and are connected through a computer network. So, not only does e-mail afford convenient communication, but it also provides speedy communication. Sproull and Kiesler (1991), who have engaged in extensive research regarding the use of e-mail in organizations, commented that "computer-based communication is extremely fast in comparison with telephone or postal services; denigrated as 'snail mail' by electronic mail converts" (p. 116). This type of communication provides almost limitless possibilities to recreation and leisure service organizations. Godbey (1997) commented that computer-assisted communication "paves the way for both government and private, non-profit organizations providing leisure services to reach their customers or potential customers in their homes and to have continuing dialogue with them" (p. 60). The only limitation of sharing information and communicating with clientele is the number of individuals having access to the Internet. Yet, this limitation appears to be of decreasing concern as home computers become more prevalent. Robinson and Godbey (1997) claimed that while less than 10 percent of American homes had a computer in the mid 1980s, by 1995 approximately 35 percent of

American homes had a computer--a trend that seems to indicate it's only a matter of time before computers become as commonplace in the American home as telephones and television. With such phenomenal advances in technology and growth in home computer usage, it behooves recreation practitioners and scholars to not only stay abreast of these changes, but to use them to their advantage. One way practitioners and scholars can make this form of advanced technology work to their advantage is by using electronic surveys and online data collection. Much of the research that recreation and leisure scholars conduct is survey based; yet this traditional process is labor-intensive and costly. Furthermore, this traditional process's results are received in a static format and are prone to delays and data-entry errors. By engaging in electronic data collection and implementing online surveys, scholars and practitioners could gather information for assessment studies, program evaluations, and feasibility studies for their programs while becoming more efficient in their research methods and reducing data-input errors.

Here, we introduce electronic survey methods, specifically Web questionnaires, as an alternative method for gathering research and information in the recreation and leisure services field. Several important considerations to make before implementing the electronic survey method are addressed and insights into getting your Web questionnaire online are provided.

The Evolution of the Electronic Survey Method Historically, survey research has been one of the most useful and valuable tools for obtaining information about attitudes and opinions of a particular population. Dillman (2000) suggests that the most significant advances in survey research methodology this past century were the introduction of random sampling in the 1940s and the telephone interview, which became popular in the mid-1970s. However, Dillman believes that the collection of data through electronic surveys is another development that "may prove to be even more profound" (p. 352) than random sampling and telephone interviewing. It has the potential to become the wave of the future in communicating and gathering information, attitudes, and opinions from a wide variety of respondents. Couper and Nicholls (1998) cited the major utilization of the electronic survey began in the early 1980s and was viewed as an alternative to face-to-face interviews or mailed paper questionnaires. Since its inception, three methods of electronic surveys have evolved as being the most recognized and most frequently used. The disk-by-mail format (Couper & Nicholls, 1998; Ramos, Sedivi, & Sweet, 1998) was one of the first attempts at electronic surveying. Using this method, the researcher mailed a disk containing the questionnaire to respondents who opened the file on the disk, responded to the questions, and mailed the completed questionnaire disk back to the sender. While this method was innovative, there was still a chance of delay or loss of data by sending the disk via the postal service.

A second method of electronic surveying is the e-mail survey (Ramos, Sedivi, & Sweet, 1998; Sproull, 1986) in which the questionnaire is sent to respondents as a part of an e-mail message or as an attached file to an e-mail message. E-mail questionnaires are fast and easy to administer, since this method of surveying requires little setup time and few computer skills beyond those required for sending e-mail. However, e-mail is limited to a basic-text format, which provides for little or no formatting of the questionnaire. Other problems encountered with e-mail questionnaires are that attached files may not be accessible by the recipient of the message due to software incompatibilities and maintaining a respondent's anonymity is difficult, as a reply to an e-mail message typically includes the address of the sender. The third method of electronic survey, and the method which, according to Ramos et al. (1998) may have the "most promising future," (p. 405) is the Web questionnaire on the Internet. This survey method offers the most flexibility in creating simple to sophisticated questionnaire formats. Questionnaires designed via the Web can easily accommodate Likert-scale responses, question skip patterns, error-checking routines, graphic images, and even sound! Once posted on the Internet, the Web questionnaire can be downloaded into compatible spreadsheet or statistical analysis software that dramatically reduces the occurrence of data entry errors. The primary limitations of this method of electronic survey are the requirements of computer programming knowledge and familiarity with HTML (the programming language commonly used for Web sites).

Electronic Surveys in Recreation A review of the literature revealed two recent research studies in recreation that implemented electronic surveys via the Web. The first was a Delphi study conducted by Young (1998) to

determine key liability and risk-management trends impacting the delivery of recreational sports programs in public, private, and commercial settings. A group of 69 recreational sports administrators representing the different settings and academicians from recreation and sport curricula who responded to the Web questionnaires. Respondents were given the Web site address (URL) and a password so they could access information about each round of the study and submit their responses. Correspondence between the researcher and the respondents was also conducted electronically through e-mail. At the end of the study the respondents were asked to comment on the technology implemented in the study by listing the pros and cons of using the Web to collect survey data. "The general attitude of the entire jury was very positive toward use of the computer and Internet for the administration of the study" (Young, 1998, p. 125). Some of the frequently mentioned pros to using an electronic survey to collect data were that it saved the respondents time and the researcher money, it was a very convenient method of responding to a questionnaire, and that it made responding to a questionnaire more fun. Although the positive comments far outweighed the negative, there were some glitches encountered by the respondents. Some respondents experienced difficulty when logging onto the Web site the first time. Another difficulty was network connection failure occurring while responding to questions, resulting in the respondent having to reenter his/her answers. The obstacle to responding electronically mentioned most frequently in Young's study was finding an appropriate block of time to complete the questionnaires. Because of software limitations, the respondents had to submit their answers to each question for the entire questionnaire in order for their data to be valid. Respondents commented on the lack of opportunities to sit down at their computers for long periods of time without being interrupted, and, therefore, found it challenging to complete the questionnaires. The second study to implement a Web questionnaire was also a Delphi study and focused on campus recreational sports trends. The purpose of the study, which was conducted by Young and Ross (in press), was to gain greater insight into programming, participation, and administrative trends for professionals in recreational sports on college and university campuses throughout the United States. A group of 46 campus recreational sports administrators consented to participate in the study. At the completion of the study, respondents were asked if they preferred the electronic survey method of responding more than the traditional paper-and-pencil survey method. The response was very favorable toward use of the Web questionnaire. They also were asked if they were more likely to participate in an electronic survey over a paper-and-pencil survey. This group indicated that they were more likely to participate in electronic surveys rather than paper-based surveys, and a majority also indicated that they would participate in another electronic survey. Very few of the respondents encountered trouble accessing the Web site, and most believed the directions for responding via the Internet were easy to follow and understand. When asked to address the advantages of using an electronic method of response, many respondents commented on the speed of the response, efficiency of the method, and the interactive nature of the e-mail reminders. In addition, several respondents mentioned that the electronic survey method was environmentally friendly in its reduction of the amount of paper needed to conduct the study. The general consensus was positive toward the method in that it was convenient, the questionnaire could not be lost among other papers, and the process saved time. Of the disadvantages of responding electronically, lack of navigational skills was mentioned most frequently. Once a response had been typed in, several respondents experienced difficulty in reviewing what they had previously submitted. Another respondent mentioned that it was a disadvantage to have to remember another password in order to access the questionnaire. Several mentioned that the method was exclusive and that the expertise of some individuals who were not comfortable with this method of responding would be lost. Having to respond to the entire questionnaire in one sitting was a disadvantage for one respondent, while another mentioned that he was restricted to completing the questionnaire at work because he had no access to a computer at home. A final concern with this method of data collection dealt with the popularity of electronic surveys as one respondent remarked, "I don't want a barrage of questionnaires sent to me just because others have access to me through the Web" (Young & Ross, in press). Considerations Before Getting Started Electronic surveys can have a significant impact on the

manner in which data is collected in the future. The implementation of the Web questionnaire allows the data collector to design a fully customized questionnaire as well as present a dynamic, interactive survey method with instant online feedback to the respondent. Electronic surveys also reduce the need for paper resources, eliminate publishing costs, enable a faster turn-around from the data collection phase to the data analysis phase of research, and provide a convenient method for respondents.

Although advantages of this innovative method are numerous, one cannot help but wonder about the quality of the data collected via the electronic survey. Do respondents answer the questions of an electronic survey with the same sincerity and honesty that is assumed of their responses to mail surveys? A number of studies (Booth-Kewley, Edwards, & Rosenfeld, 1992; Kiesler & Sproull, 1986; Lautenschlager & Flaherty, 1990) have been conducted on this particular issue with the general outcomes of the research indicating no difference between the responses of electronic versus mail surveys. More recently, Yoffie (1998) supported these findings by stating, "evidence shows that online and traditional research methods often yield similar results, both in quantitative and qualitative studies" (p. 16). As a result, the general consensus of experts conducting research in this area is that "where financial and logistical considerations allow, organizations are justified in using computer-based surveys instead of paper-and-pencil administration" (Rosenfeld & Booth-Kewley, 1996, p. 126).

Care should be used when drawing inferences from the collected data for the entire population. Although computer usage is ubiquitous in the workplace, computer access from home for the general population is still lacking. Ramos et al. (1998) commented on the inference issue and how researchers should be cautious about their data results by stating "appropriately designed Internet surveys may provide reliable inferences about the population of Internet users" (p. 406). Ramos et al. also asserted that problems may arise when "organizations attempt to draw conclusions about the general public from samples reached only through the Internet" (p. 406). Other researchers (Booth-Kewley, Rosenfeld, & Edwards, 1993; Clayton & Werking, 1998) have also cautioned against being overly zealous in drawing inferences from the electronic survey results. Computer ownership and access to the Internet and Web are increasing with extraordinary rapidity, yet finds itself still confined to a "self-selected minority who are not representative of the general public" (Ramos et al., 1998, p. 406).

Getting Started The first step to developing a Web questionnaire is to draft the questions and construct the basic format of the document. This step is no different from the development of a paper-based questionnaire. The difference between the two methods is noted when the researcher cuts and pastes the final draft of the questionnaire from the word-processing software to the Web publishing software. With the capabilities of Web publishing software such as FrontPage or Netscape Composer, the researcher is able to format the questionnaire according to how it should appear online. Once the questionnaire is in its final-draft format, it can be uploaded to the Internet. Some helpful hints in designing a Web questionnaire are as follows:

- * Provide survey respondents with a password that enables them exclusive access to the questionnaire. This security measure helps to maintain the integrity of the data by restricting access to the questionnaire from the general public browsing the Internet.

- * Use e-mail messages to send brief notes to your respondents reminding them that their input is important to your data collection process. This method of communication creates a feeling for the respondents of more interaction with the person conducting the study. In addition, personalize email communication as much as possible by avoiding mass mailing correspondence that displays user groups, listserv, or multiple recipient addresses. Each survey participant should feel that they are receiving an individualized, personal e-mail message.

- * Design the electronic survey for individuals with minimal or no computer skills. Do not assume that all respondents know how to navigate the Web. For example, some respondents may not know how to reveal hidden responses behind a drop-down menu or how to enter text in open-ended boxes. Also, label buttons so that they clearly describe the action to be taken.

- * Use a larger font than would be appropriate for a paper questionnaire. The larger font (at least 13-point) is much easier to read when viewing the questions from a computer screen. Because of the significant differences in the resolution quality of various display monitors and different browser programs, it is recommended to limit the display line length to approximately 70 characters.

Having screen pages "wrap-around" is annoying and confusing for respondents. *

Use a textured background, colored headings, and small graphics when appropriate. By implementing these features, the questionnaire becomes more interesting and appealing. *

Use appropriate response icons. Radio buttons are preferred for single choice selection answers; check boxes for multiple selection answers; and drop-down boxes when there are more than 10 items in a single-choice selection answer. *

When open-ended questions are appropriate to use, the text box should be multi-lined with enough space to accommodate the maximum amount of text expected. *

Use multiple category or section headings rather than one long questionnaire. Provide appropriate links to allow users to go to the top and bottom parts of each section, enabling the user to navigate through the questionnaire more easily than having to scroll through the entire document. *

Link a customized thank-you page at the end of the questionnaire so that when respondents click on the "submit" icon, a brief thank-you note pops onto their screens. Conclusion

Electronic surveys offer an innovative opportunity for both the recreation practitioner and the leisure studies scholar. Specifically, the Web questionnaire is an excellent tool for gathering pertinent data from a variety of people. This interactive and dynamic technology is growing to become an efficient, convenient, and fast way to access respondents, increase response rates, analyze data, and present instant feedback. Additionally, the Internet is evolving as an excellent medium to publish survey research findings in a timely manner. Similar to all new technologies, there are advantages and disadvantages associated with using the electronic survey method for the data collection. The electronic survey method will not replace the traditional paper survey method; however, the functionality and flexibility of Web questionnaires are definite advantages that will assist recreation professionals and academicians in future survey research. Furthermore, as technology improves, the number of features and capabilities of Web questionnaires will continue to expand and become more accessible for all levels of users. The ability of leisure service organizations to provide information and to effectively communicate that information to current participants, potential customers, and the public in general could very well be the yardstick by which success is measured in the future. Leisure service providers and scholars in recreation and leisure studies should use the advancements in technology to be more efficient and timely in the data collection and survey research that they do. The goal that all recreation and leisure professionals share is to further our knowledge in leisure studies and to apply that knowledge to help individuals in our communities enjoy a higher quality of life. On the grassroots level, this goal is achieved by providing information to and effectively communicating with the general public. One can naturally assume that implementing electronic survey methods, specifically the Web questionnaire, to a number of other data collection methods can assist practitioners and scholars in achieving that goal.

References Booth-Kewley, S., Rosenfeld, P., & Edwards, J. E. (1993). Computer administered surveys in organizational settings: Alternatives, advantages, and applications. In P. Rosenfeld, J. E. Edwards, & M. D. Thomas (Eds.), *Improving organizational surveys: New directions, methods, and applications* (pp. 73-101). Newbury Park, CA: Sage.

Booth-Kewley, S., Edwards, J. E., & Rosenfeld, P. (1992). Impression management, social desirability, and computer administration questionnaires: Does the computer make a difference? *Journal of Applied Psychology*, 77(4), 562-566.

Clayton, R. L., & Werking, G. S. (1998). Business surveys of the future: The World Wide Web as a data collection methodology. In M. P. Couper, R. P. Baker, J. Bethlehem, C. Z. F. Clark, J. Martin, W. L. Nicholls, & J. M. O'Reilly (Eds.), *Computer assisted survey information collection* (pp. 543-562). New York: John Wiley & Sons, Inc.

Couper, M. P., & Nicholls, W. L. (1998). The history and development of computer assisted survey information collection methods. In M. P. Couper, R. P. Baker, J. Bethlehem, C. Z. F. Clark, J. Martin, W. L. Nicholls, & J. M. O'Reilly (Eds.), *Computer assisted survey information collection* (pp. 1-22). New York: John Wiley & Sons, Inc.

Dillman, D. A. (2000). *Mail and Internet surveys: The tailored design method*. New York: John Wiley & Sons, Inc.

Godbey, G. (1997). *Leisure and leisure services in the 21st century*. State College, PA: Venture Publishing, Inc.

Kiesler, S., & Sproull, L. (1986). *Response effects in the*

electronic survey. *Public Opinion Quarterly*, 50(3), 402-413. Lautenschlager, G. J., & Flaherty, V. L. (1990). Computer administration of questions: More desirable or more social desirability? *Journal of Applied Psychology*, 75(3), 310-314. Ramos, M., Sedivi, B. M., & Sweet, E. M. (1998). Computerized self-administered questionnaires. In M. P. Couper, R. P. Baker, J. Bethlehem, C. Z. F. Clark, J. Martin, W. L. Nicholls, & J. M. O'Reilly (Eds.) *Computer assisted survey information collection* (pp. 389-408). New York: John Wiley & Sons, Inc. Robinson, J. P., & Godbey, G. (1997). *Time for life: The surprising ways Americans use their time*. University Park, PA: The Pennsylvania State University Press. Rosenfeld, P., & Booth-Kewley, S. (1996). Impression management and computer surveys in organizations. In J. W. Beard (Ed.) *Impression management and information technology* (pp. 119-131). Westport, CT: Quorum Books. Sproull, L., & Kiesler, S. (1991). Computers, networks, and work. *Scientific American*, 265(3), 116-123. Sproull, L. S. (1986). Using electronic mail for data collection in organizational research. *Academy of Management Journal*, 29(1), 159-169. Yoffie, A. J. (1998). The sampling dilemma is no different on-line. *Marketing News*, 32(8), 16. Young, S. J. (1998). Perceived liability and risk management trends and issues impacting the delivery of recreational sports programs in the 21st century. (Doctoral dissertation, Indiana University, 1998). *Dissertation Abstracts International*, 60, 548A. Young, S. J., & Ross, C. M. (in press). Recreational sports trends for the 21st century: Results of a Delphi study. *NIRSA Journal*. Research Update is edited by Dr. Irma O'Dell of Southern Illinois University at Carbondale and Kim L. Siegenthaler, Ph.D. of Appalachian State University. Web-based survey techniques are the latest innovation in research methods, but what do you need to know in order to employ Web surveying in your research? Authors Dr. Sarah J. Young, assistant professor in the Leisure Studies program at the University of Nevada, Las Vegas, and Dr. Craig M. Ross, associate professor and assistant chair in the Department of Recreation and Park Administration at Indiana University, discuss the benefits and pitfalls to this alternative to pen-and-paper surveying (p. 30).

COPYRIGHT 2000 National Recreation and Park Association

==VISIT 2 =====

Set	Items	Description
S1	40	SURVEY AND (ASSIGNED OR ISSUED OR SENT OR EMAILED OR E-MAILED) (3N) (UNIQUE OR SPECIAL OR CUSTOM OR CUSTOMIZED) (3N) (URL OR UNIVERSAL)
S2	6	
S1 AND PD<20010531		

? t s2/full/6

2/9/6 (Item 2 from file: 995) DIALOG(R)File 995:NewsRoom 2001 (c) 2005 The Dialog Corporation.
All rts. reserv.

0206522981 15AX0QG4 QUICKTAKE IMPROVES SURVEY TOOL WITH IVR
TECHNOLOGY.(Company Business and Marketing) Audiotex Update, v13, n2 Thursday, February 1,
2001 JOURNAL CODE: AAEM LANGUAGE: ENGLISH RECORD TYPE: Fulltext DOCUMENT
TYPE: Newsletter ISSN: 1045-5795 WORD COUNT: 992

TEXT: QuickTake, a division of Greenfield Online, has made several major technological innovations to its widely used real-time, self-directed survey tool, incorporating new online, voice recognition and wireless capabilities.

The new QuickTake is believed to be the only Web-based information ASP (application service provider) that enables users to gather real-time information from both online and offline respondents. QuickTake's custom clients now can survey customers, consumers, employees and business partners anytime, anywhere, whether they are tethered to a PC and/or the Internet or un-tethered, via PDAs (personal digital assistants), two-way pagers and the telephone, through interactive voice recognition (IVR) technology developed by NetByTel. The site, designed by Primix Solutions Inc., also features new functional enhancements that provide customers with a more flexible and robust set of innovative tools for information gathering.

"We have expanded the survey user's ability to go online to survey people who are offline and possibly mobile, bridging the gap between the online and offline populations," said Mark Hardy, general manager, QuickTake. "In an environment where time-to-market and the battle for market share are compressed into abbreviated cycles, it is imperative to communicate with your target audiences on a continuous basis, when and where it is convenient for them to communicate with you. QuickTake now enables you to communicate directly with customers and employees to gather real-time feedback about their immediate needs, likes and dislikes. When used strategically to gather ongoing feedback, it can help to manage retention by gauging satisfaction and trends," Hardy explained.

Other QuickTake enhancements include:

- * Custom Services. QuickTake visitors can now view website information that shows how different survey mediums can be utilized when they "rent" a proprietary website using QuickTake's advanced technologies to survey customers, employees and other target audiences. The full-range of survey mediums include: Internet banner ads, proprietary email lists, the Greenfield Online panel, IVR for telephone surveys, and wireless technology for utilize two-way pagers and PDAs.

- * Customer Advisory Boards. Custom clients can also build a Customer Advisory Board into their proprietary QuickTake website in order to gain real-time access to customer satisfaction and feedback, or

study demographic patterns and factors that affect purchasing decisions. Screener questions can also be used to create sub-panel user groups.

- * **Expanded Internet Reach.** Through strategic partnerships with new media companies, QuickTake can now reach over 75 percent of the Internet population. This is up from 60 percent. Users can request up to 500 responses, in increments of 50.

- * **Direct Link Surveys.** QuickTake users now can drive specific groups (customers, employees, e-newsletter subscribers and others) directly to a survey via a unique URL link.

- * **Site Intercept Surveys.** QuickTake also enables users to survey website visitors to determine which age and gender groups are visiting their site, what they are looking for, and what they like or dislike about the website.

- * **Email List Manager.** Now clients can build and manage database lists for email, phone, pager and PDAs -- all from their own custom QuickTake website. These lists can be used to invite employees, customers or others to participate in a short survey .

- * **Survey Host Page.** This new feature is an alternative way to administer surveys by having respondents visit a private Internet page that can host several QuickTake surveys. Surveys can be categorized by attribute such as brand or demographics, for example.

- * **Response Integrity.** QuickTake's survey screener validates target respondents and automatically prevents "ballot box stuffing."

- * **Image and Flash Files.** Each survey question now can include a Flash File or graphic image to show visuals, such as advertising ideas, logos or new branding concepts.

- * **Question Library.** QuickTake questions can be saved and reused for future surveys. * **Excel Spread Sheets.** Survey results can be downloaded into graphical charts and spreadsheets for easy review and analysis.

- * **Shared Results.** Survey results can be emailed or made accessible at a unique URL address.

- * **End-to-End Consulting.** QuickTake's customer service efforts now offer everything from front-end consulting to back-end analysis. User services expand from a "Help and Tips" section on the website, to email and live-chat customer support, to full-service assistance from QuickTake's researchers and client partners.

QuickTake's updated website also provides additional marketing and research resources, including access go Greenfield Online's "Digital Consumer" studies and USADATA, the leading source of Web applications for sales and marketing information.

A copy of the QuickTake flow chart can be accessed at: <http://www.newscom.com/cgi-bin/prnh/20001205/NYTU007>

About QuickTake QuickTake is a Web-based information ASP that provides businesses with fast, cost-effective market intelligence from both online and offline populations. Its use of advanced technologies enables users to gather real-time opinions and information that can be used to gain competitive advantage, lower risk, decrease time-to-market, and improve customer and employee retention. QuickTake uses self-

directed surveys, Internet banner ads, proprietary databases, wireless handheld devices, two-way pagers and interactive voice recognition technologies to deliver immediate results that can be viewed anywhere, anytime. QuickTake.com is a division of Greenfield Online. For more information about QuickTake and its custom applications, call 203/846-5790 or go to <http://www.quicktake.com>.

About Greenfield Online

Greenfield Online, Inc. is a totally Internet-enabled, full-service marketing research provider. The company's core business is to conduct custom consumer and business-to-business online studies and focus groups that are faster, better, and richer than traditional marketing research.

Greenfield's Digital Consumer tracking studies examine e-commerce subjects and important vertical markets. The company also has a division, QuickTake, that gives users access to powerful online and wireless surveying applications. Incorporated in 1995, Greenfield Online is headquartered in Wilton, Conn., with offices in San Francisco and Mexico City and regional representatives in seven other U.S. cities.

Greenfield Online can be found on the World Wide Web at <http://www.greenfield.com>.

For more information, call 203/846-5790.

COPYRIGHT 2001 Worldwide Videotex

COPYRIGHT 2001 Gale Group